

## SKIN CANCER: SHINING LIGHT ON THE FACTS

### SKIN CANCER IS THE MOST COMMON CANCER IN THE U.S.

Skin cancer includes basal cell carcinoma, squamous cell carcinoma, melanoma and other uncommon skin cancers.



IN 2016

**9M+**

COMMERCIALY  
INSURED PEOPLE  
HAD SKIN CANCER



**MORE COMMON IN WOMEN**

4.6%      3.5%



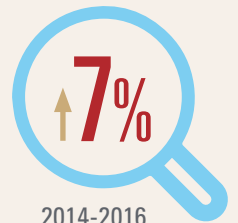
\$468      \$678

**MORE COSTLY IN MEN**

**ANNUAL TREATMENT COSTS: \$5.3 BILLION**

**MELANOMA – A RELATIVELY RARE, BUT OFTEN DEADLY TYPE OF SKIN CANCER**

**MELANOMA RATES ARE RISING**

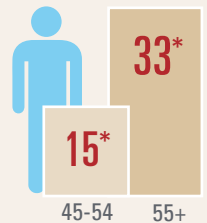


**BCBS HEALTH INDEX SHOWS**



**9.5 YEARS**  
OF HEALTHY  
LIFE LOST

**AFTER AGE 55, MELANOMA RATES MORE THAN DOUBLE FOR MEN**

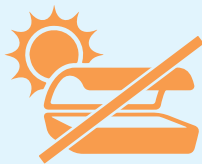


\*MEMBERS PER 10,000

## Protect Your Skin through Thick and Thin!

### LIMIT UV EXPOSURE

Sunlight and tanning beds have ultraviolet (UV) radiation. Both can cause serious long-term skin damage.



### SEEK SHADE & COVER UP

Wear a wide-brimmed hat and sunglasses to block UV rays.



### USE SUNSCREEN

Use broad spectrum protection with SPF 30+. Reapply at least every 2 hours.



Check your skin and moles monthly with the **ABCDE** rule:

**A**

**ASYMMETRY**  
Mismatched sides

**B**

**BORDER**  
Irregular, or jagged edges

**C**

**COLOR**  
Inconsistent/discoloration

**D**

**DIAMETER**  
Larger than about ¼ inch

**E**

**EVOLVING**  
Changes in size, shape or color



Contact your doctor immediately if you see any warning signs.

\*Results are overall prevalence rates for all types of skin cancer among commercially insured Americans. To view melanoma incidence rates by state, see the CDC website: <https://gis.cdc.gov/grasp/USCS/DataViz.html>

This BCBS study examines U.S. commercially insured members diagnosed with skin cancer and melanoma from 2014-2016 and uses the breadth and depth of data available through the Blue Cross Blue Shield Health Index.<sup>SM</sup> All tips and advice here are recommended by the American Cancer Society, providing an overview of skin cancer prevention and early detection.

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